

Millennial Media Video Plus: Rich Media End Card [Site Served]

Description:	Video Plus includes a full screen video that plays instantly. A SKIP button to skip the video to reveal a custom rich media end card appears at the 7.5 sec mark. The video automatically resolves to the same rich media end card with custom CTAs if seen through to completion.
Spec Classification:	In-Stream/Video Mobile Rich Media Tablet
Spec Placement:	Millennial Media
Width:	800
Height:	1 200
File Type:	Layered PSDs for end card
Total File Size:	600 KB
Max Initial Load File Size:	300 KB
User Initiated Video Max Length:	:15 to :30 seconds
Video Aspect Ratio:	Standard: 16:9 (preferred) or 3:2; Vertical: 9:16
Video File Type:	Format: .mp4 or .mov; Encoding: H.264 encoding
Video Frames per Second:	30fps preferred
Third Party Serving:	Site served only

Third Party Tracking: Accepted

Key Creative Guidelines:

[Download PSD Template](#)

Video

Bit rate: 5 MB

Audio

AAC

VAST tags accepted for units without end card

Availability

- Smartphone: iPhone, Android Smartphone
- Tablet: iPad, Android Tablet In-App placements only

Metrics

- Video impressions
- Video Quartiles (25%, 50%, 75%, 100%)
- Multiple tracking pixels supported
- 3rd party tracking accepted (metrics listed above) for all site-served units via an approved vendor

Supported Countries:

BR
CA
IT
UK
US

Additional docs:

 [SiteServed-VideoPlus-richmedia-en.pdf](#)

 [SiteServed-FULL-pt_MM_Portuguese.PDF](#)